

Bennett's, Omaha's style center, cordially invites you to its Spring Opening Monday and all this week.

We stop for just a minute to look back over the thirty-three years of our supremacy, as the Fashion Makers of Omaha, and note with pride the steadily widening steps we have taken in advancing the healthy growth of Ladies' Wearing Apparel. Thirty-two years ago, the poorly behaved hoop skirts and the pollanaise dress headed our spring announcements; then ten years later the skirts demanding from fifteen to twenty yards of coarsely woven materials and the tight fitting Jersey waists, formed the smartest frocks. Each year we preached for the finer lines and prettier effects to grace the figures of the nobler sex. And now—with the Opening of Our Store Monday—a complete realization and fullest rewards for our efforts is shown, blossoming as we will in such beautiful, effective and decidedly attractive, distinctively American styles, for the best of all women, our Mothers, our wives and our sisters.

We trust that you will join us in this celebration--Our Opening.

Fancy New Neckwear

New Dainty Jabots, Cascades and Rabots—	at	25c, 35c and 50c
New Dutch Collars, in numerous styles, each,	at	25c to \$7.50
Embroidered Dutch Collars, in several shades—	at	25c to \$3.50
New Sailor Collars, in Venice, Princess and Irish crochet, each, .75c to \$8.00		
New Stocks, in lace and embroidery, .25c to \$1.00		

All the Newest Silks and Dress Goods Report for "Opening Day"

The whole final, authentic message in spring silks and dress goods for which hundreds of women have waited, holding every prediction, but tentative, till confirmed by this all-comprehensive Bennett Co. display. Among those that are here to take command of this gala event of authentic weaves will be found beautiful Foulards, Messalines, Salome Pongees, Tussahs, Crepe Serges and Grey Suitings, worsteds in wonderful shepherd's checks and plain storm serges, in rich new spring colorings. All these and hundreds of other distinctively exclusive new fabrics are holding maneuvers this week.

New Foulards, in every authentic shade and pattern. Say, dots, scrolls, blocks, checks, stripes, rose-bud and squares and circle combinations; in widths from 23 inches to 42 inches—**\$6.95, \$8.00 up to \$22.25** Messalines, in pretty new shades and patterns for dresses, waists and linings, all widths from 36 inches, are priced at from **\$6.95, \$8.00, \$11.00**, \$12.25 and more.

Imported French Serges, in all the new and staple shades—the season's most popular suiting—comes 44 inches wide. **Monday 79c**

Wool Taftas, guaranteed all wool, positively the best value in the city—in navy and blue only—note the width, 57 inches. Our regular \$1.50 quality—opening day.

The New Voiles are in great demand this season. See the new styles and floral designs and border effects—they come at **15c and 25c**

Satin Poplins—the newest weave—in soft shades for spring dresses—27-inch widths, at

19c

19c